

Wacky Bush



(Patent Pending)

**Fish Attractors  
Done Right!**



You can have **the BEST:**  
**Lure, Bait & Conditions**



But still not catch a  
thing if the **fish**  
**aren't there!**



# Artificial habitats draw fish in



## Enhanced Habitat

**Wacky Bush mimics** natural habitats like sunken trees and rocky outcrops

## Increased Source of Food

**Wacky Bush's patent pending design** attracts algae and plankton naturally increasing the food supply and bringing fish in

## Breeding and Spawning Grounds

**Artificial habitat** becomes focal point for spawning and help ensure the sustainability of local fish populations.

## Lure for Predators

By creating a safe haven for smaller fish **Wacky Bush also brings in predator fish looking to feed on the smaller fish**

Existing market competitors are expensive and are prone to snagging hooks and lures.



MSRP:

\$97.95

Per



MSRP:

\$149.99

Per



MSRP:

\$165.00

2 pack



MSRP:

\$39.99+\$50(PVC)

Per



MSRP:

\$299.00

Per



# Homemade versions are **time consuming** and **less effective**





# Wacky Bush's **patent pending design** is made to look natural while being **snag free**



Taking inspiration  
from nature



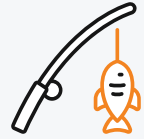
Seamlessly  
fits into biome



Easy  
to deploy



Can be  
assembled  
quickly



Scaled for  
freshwater  
fishing



# Ideal for the most popular types of fishing

## Baitfish

### Bluegill



Typically seek out areas with some vegetation or structure for cover,

**4" – 7"**

Ideal Bass Bait

## Keepers

### Crappie



### Yellow Perch



Prefer areas with submerged vegetation or woody cover where they can lay their eggs providing protection for the eggs and newly hatched fry.

**7" – 10"**

### Bass



# Priced to take over the market



~\$15

Delivered to Texas  
Warehouse



~\$30

Wholesale



~\$60

Retail





# Massive potential customer base



~\$1,000+

Average American Angler Spend 2023



634M+

Fresh water fishing  
outings reported 2023



6.1M+

Ponds across  
the lower 48



59K+

Private dams  
across the lower 48





# Catching Fish Made Easy



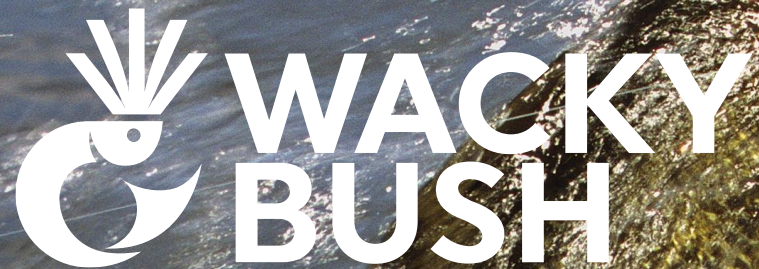
## Contact

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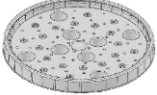









Annex



# >30% material costs savings at scale\*

Name	Thumbnail	Description	Material	Color	Quantity	Unit	Unit Cost (CNY)	Total Cost (CNY)	Total USD	
Bucket		With Threads, 2.5 Gal	HDPE	Black or Dark Green	1	Piece	¥16.80	¥16.80	\$2.37	
Lid		With Threads	HDPE	Black or Dark Green	1	Piece	¥15.30	¥15.30	\$2.15	
Pipe Cutter		N/A	ABS & Iron	Blue	1	Piece	¥3.68	¥3.68	\$0.52	
Tube		20m Long, 12mm Diameter, With Marking Per Meter	PE	Black	1	Spool	¥24.00	¥24.00	\$3.38	
Product Box		CMYK Colored, Roughly 310x310x150mm	EE Flute Cardboard	White Outside, Natural Inside	1	Piece	¥11.00	¥11.00	\$1.55	Estimate subject to actual design.
Outer Carton		Holds 8 Product Boxes, 2x2x2, Roughly 632x632x325mm		Natural	1/8	Piece	¥23.00	¥2.88	\$0.40	Estimate subject to actual design is ready.
Assembly Labor, Tape, QC Labor, Warehouse Labor, etc.		Assembly Labor, Tape, QC Labor, Warehouse Labor, etc.	N/A	N/A	1	Job	¥3.00	¥3.00	\$0.42	
						Exchange Rate	7.1	¥76.66	\$10.80	

3648  
Units

~\$15 Unit  
Cost delivered to  
Texas Warehouse

\*Indicative savings based on initial material supplier quote



# Shipping and tariff cost factored into price



Customs Fees	
Additional 301 China Tarif @ 7%	\$0.00
Fish Bucket @ 3%	\$1,181.95
Additional 301 China tariff @ 3%	\$0.00
MPF	\$409.43
Harbour Maintenance	\$147.74
Shipping Fees	
ISF Filing	\$35.00
PGA FEE	\$35.00
Brokerage Fee	\$149.95
Bond	\$450.00
Disbursement Fee	\$52.11

**Total approximate cost of import \$2,461.18**

HS Code: 3923.90.0012	Tariff: 3%	Import Cost	\$2,461.18	Fast Boat (25-day to TX 75061)	\$14,250.00
				Total shipping cost	\$16,711.18
				Average shipping cost	\$4.58

Landed cost estimator based on \$0.00 in freight charges:		
Additional 301 China tariff	\$0.00	Per unit
Fish Bucket	\$0.44	Per unit
Additional 301 China tariff	\$0.00	Per unit



 **WACKY**  
**BUSH**